

Application No. 10/758,660  
Office Action dated: April 19, 2007  
ATTORNEY DOCKET NO. JGF 02775 PTUS

### IN THE CLAIMS

1. [Presently Amended] A method of displaying competitive product performance data, comprising:  
providing a plurality of animated graphic files, each animated graphic file depicting a unique contest between at least a first entity representing a first product and a second entity representing a second product; [0036]  
associating ~~a plurality of the~~ each animated graphic files with at least one unique numeric range[[s]] that collectively comprise a substantially continuous numeric scale; [0037]  
determining a first product value representing [[a]] the first product's performance on a test; [0031]  
determining a second product value representing [[a]] the second product's performance on the test; [0031]  
solving for a numeric contest value by mathematical relationship [0038] between the first product value and the second product value;  
determining which numeric range includes the contest value; and,  
selecting the an animated graphic file associated with the numeric range which includes the contest value; and,  
displaying the selected animated graphic file contest.